

**October 2004**  
**Washington State Tourism**  
**Consumer Inquiry Comparison**  
**For Inquiries Ordering 2004 WSHLA Visitors Guides**  
**(4-1)**

<b>GUIDES</b>	<b>October 2004</b>	<b>October 2003</b>	<b>YTD 2004</b>	<b>YTD 2003</b>	<b>Balance</b>
<b>Beginning Balance for October</b>					11314
<b>Inquiry Source</b>					
Internet	3047	0	26405	0	
Phone In	276	80	7555	80	
Reader Response	0	0	0	0	
Write Ins	41	0	834	0	
<b>Total Guide Inquiries</b>	3364	80	34794	80	
<b>Ending Balance for October</b>					7941
	<b>Beginning Balance</b>	<b>October 2004</b>	<b>Ending Balance</b>		
Add Tourism Set Aside	1100	(180)	920		
<b>Total of Inventory</b>					8861